

## INVOICE



**WSFA**  
**12 East Delano Ave.**  
**Montgomery, AL 36105**  
**Main: (334) 288-1212**  
**Billing: (334) 288-1212**

[www.wsfa.com](http://www.wsfa.com)

Billing Address:

**SRH Media, Inc**  
**Attention: Accounts Payable**  
**2204 Countryside Drive**  
**Silver Spring, MD 20905**

Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1818909-1	09/24/17	September 2017	08/28/17 - 09/24/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
ISS/Senate Conservative Ac	SENATE CONSERV ACT	474

Flight Dates	Order #	Alt Order #
09/21/17 - 09/26/17	1818909	08817201

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
		267

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/22/17	09/22/17	WSFA 12 News at Ten - 10-1035pm MF		----1--	:30	1	\$620.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ----1-- 1 \$620.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	09/22/17	10:09 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	JG17100TH	\$620.00 NM
2	09/22/17	09/22/17	NBC Today with Kathie L 10-11am ee		----1--	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ----1-- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	09/22/17	10:56 AM	NBC Today with Kathie Lee	10-11am	:30	JG17100TH	\$115.00 NM
3	09/22/17	09/22/17	ALABAMA LIVE @ 11A 11-1130Am		----1--	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ----1-- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	09/22/17	11:18 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	JG17100TH	\$70.00 NM
4	09/22/17	09/22/17	ALABAMA LIVE @ 1130 1130A-12P AM		----1--	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ----1-- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	F	09/22/17	11:42 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	JG17100TH	\$70.00 NM
5	09/22/17	09/22/17	WSFA 12 News at Noon 12-1230pm		----1--	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ----1-- 1 \$225.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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**Birmingham, AL 35246-1400**

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Advertiser	Product	Estimate Number	
ISS/Senate Conservative A	SENATE CONSERV ACT	474	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	09/22/17	09/22/17	WSFA 12 News at Noon	12-1230pm	----1--	:30	1	\$225.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 12:20 PM WSFA 12 News at Noon 12-1230pm :30 JG17100TH \$225.00 NM									
6	09/22/17	09/22/17	RIGHT THIS MINUTES	130-2p	----1--	:30	1	\$70.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$70.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 RIGHT THIS MINUTES 130-2p :00 <del>\$70.00</del> NM Credited									
7	09/22/17	09/22/17	JUDGE JUDY 2ND RUN	3-330p	----1--	:30	1	\$135.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$135.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 3:18 PM JUDGE JUDY 2ND RUN 3-330p :30 JG17100TH \$135.00 NM									
8	09/22/17	09/22/17	JUDGE JUDY 1ST RUN	330-4p	----1--	:30	1	\$135.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$135.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 3:55 PM JUDGE JUDY 1ST RUN 330-4p :30 JG17100TH \$135.00 NM									
10	09/22/17	09/22/17	WSFA 12 NEWS AT 4P M-F 4-430P M		----1--	:30	1	\$135.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$135.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 4:18 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 JG17100TH \$135.00 NM									
11	09/22/17	09/22/17	Today in Alabama 430a	430-5a m	----F--	:30	1	\$20.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----F-- 1 \$20.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 4:53 AM Today in Alabama 430am 430-5a :30 JG17100TH \$20.00 NM									
12	09/22/17	09/22/17	WSFA 12 NEWS AT 4P M-F 430-5P M		----1--	:30	1	\$170.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$170.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 4:51 PM WSFA 12 NEWS AT 4PM M-F 430-5P :30 JG17100TH \$170.00 NM									
13	09/22/17	09/22/17	Today in Alabama 5am	5-530a	----1--	:30	1	\$195.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$195.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
ISS/Senate Conservative A	SENATE CONSERV ACT	474	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/22/17	09/22/17	Today in Alabama 5am	5-530a	----1--	:30	1	\$195.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 5:12 AM Today in Alabama 5am 5-530a :30 JG17100TH \$195.00 NM									
14	09/22/17	09/22/17	WSFA 12 News at Five	5-530pm	----1--	:30	1	\$420.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$420.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 5:17 PM WSFA 12 News at Five 5-530pm :30 JG17100TH \$420.00 NM									
15	09/22/17	09/22/17	Today in Alabama 530a	528am-6am	----1--	:30	1	\$225.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$225.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 5:38 AM Today in Alabama 530a 528am-6am :30 JG17100TH \$225.00 NM									
16	09/22/17	09/22/17	WSFA 12 News at Six - MF	6-630pm	----1--	:30	1	\$790.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$790.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 6:22 PM WSFA 12 News at Six - MF 6-630pm :30 JG17100TH \$790.00 NM									
17	09/22/17	09/22/17	Today In Alabama	6a-7a	----1--	:30	1	\$395.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$395.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 6:51 AM Today In Alabama 6a-7a :30 JG17100TH \$395.00 NM									
18	09/22/17	09/22/17	NBC Today Show	7-9am	----1--	:30	1	\$260.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$260.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 7:29 AM NBC Today Show 7-9am :30 JG17100TH \$260.00 NM									
19	09/22/17	09/22/17	NBC Today 2	9-10am	----1--	:30	1	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$115.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 9:55 AM NBC Today 2 9-10am :30 JG17100TH \$115.00 NM									
20	09/22/17	09/22/17	DATELINE	9-10pm	----1--	:30	1	\$525.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ----1-- 1 \$525.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA F 09/22/17 9:28 PM DATELINE 9-10pm :30 JG17100TH \$525.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	09/22/17	09/22/17	DATELINE	9-10pm	----1--	:30	1	\$525.00	NM
40	09/23/17	09/23/17	WSFA 12 News at Ten - 10-1030pm Sat		-----1-	:30	1	\$395.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1- 1 \$395.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Sa	09/23/17	10:27 PM	WSFA 12 News at Ten - Sat	10-1030pm	:30	JG17100TH	\$395.00 NM
41	09/23/17	09/23/17	NET Saturday Night Live 1030p-12x		-----1-	:30	1	\$260.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1- 1 \$260.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Sa	09/23/17	10:57 PM	NET Saturday Night Live	1030p-12x	:30	JG17100TH	\$260.00 NM
42	09/23/17	09/23/17	WSFA 12 News at Six-Sa 6-7pm at		-----1-	:30	1	\$180.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1- 1 \$180.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Sa	09/23/17	6:37 PM	WSFA 12 News at Six-Sat	Sa 6-7pm	:30	JG17100TH	\$180.00 NM
43	09/23/17	09/23/17	NBC Saturday Today Sh 6-8am ow		-----1-	:30	1	\$105.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1- 1 \$105.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Sa	09/23/17	7:16 AM	NBC Saturday Today Show	6-8am	:30	JG17100TH	\$105.00 NM
44	09/24/17	09/24/17	WSFA 12 News at Ten - 10-1030pm Sun		-----1	:30	1	\$1,013.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1 1 \$1,013.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	09/24/17		WSFA 12 News at Ten - Sun	10-1030pm	:00		<del>\$1,013.00</del> NM
					Credited				
45	09/24/17	09/24/17	Late News 1030p-119		-----1	:30	1	\$675.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1 1 \$675.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	09/24/17	11:00 PM	Late News	1030p-119	:30	JG17100TH	\$675.00 NM
46	09/24/17	09/24/17	RIGHT THIS MINUTE 1130p12x		-----1	:30	1	\$15.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1 1 \$15.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	09/24/17		RIGHT THIS MINUTE	1130p12x	:00		<del>\$15.00</del> NM
					Credited				

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
46	09/24/17	09/24/17	RIGHT THIS MINUTE	1130p12x	-----1	:30	1	\$15.00	NM
47	09/24/17	09/24/17	WSFA 12 News at Five-Su 5-530p	un	-----1	:30	1	\$205.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1 1 \$205.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 09/24/17 5:23 PM WSFA 12 News at Five-Sun Su 5-530p :30 JG17100TH \$205.00 NM									
48	09/24/17	09/24/17	NET NBC Sunday Today 7-8a	Show	-----1	:30	1	\$105.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1 1 \$105.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 09/24/17 7:48 AM NET NBC Sunday Today Show 7-8a :30 JG17100TH \$105.00 NM									
49	09/24/17	09/24/17	NET NBC Meet The Pres 8-9a	s	-----1	:30	1	\$105.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1 1 \$105.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 09/24/17 8:59 AM NET NBC Meet The Press 8-9a :30 JG17100TH \$105.00 NM									
50	09/24/17	09/24/17	WSFA News Sunday AM 9-930a		-----1	:30	1	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 -----1 1 \$45.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Su 09/24/17 9:16 AM WSFA News Sunday AM 9-930a :30 JG17100TH \$45.00 NM									
51	09/21/17	09/21/17	WSFA 12 News at Ten - 10-1035pm	MF	---1---	:30	1	\$620.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$620.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 10:33 PM WSFA 12 News at Ten - MF 10-1035pm :30 JG17100TH \$620.00 NM									
52	09/21/17	09/21/17	NBC Today with Kathie L 10-11am	ee	---1---	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 10:49 AM NBC Today with Kathie Lee 10-11am :30 JG17100TH \$115.00 NM									
53	09/21/17	09/21/17	ALABAMA LIVE @ 11A	11-1130Am	---1---	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$70.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 11:26 AM ALABAMA LIVE @ 11A 11-1130Am :30 JG17100TH \$70.00 NM									
54	09/21/17	09/21/17		1130A-12P	---1---	:30	1	\$70.00	NM

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
ALABAMA LIVE @ 1130 AM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Th	09/21/17	11:55 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	JG17100TH	\$70.00 NM
55	09/21/17	09/21/17	WSFA 12 News at Noon	12-1230pm	---1---	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$225.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Th	09/21/17	12:27 PM	WSFA 12 News at Noon	12-1230pm	:30	JG17100TH	\$225.00 NM
56	09/21/17	09/21/17	RIGHT THIS MINUTES	130-2p	---1---	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Th	09/21/17		RIGHT THIS MINUTES	130-2p	:00		<del>\$70.00</del> NM
Credited									
57	09/21/17	09/21/17	JUDGE JUDY 2ND RUN	3-330p	---1---	:30	1	\$135.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$135.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Th	09/21/17	3:29 PM	JUDGE JUDY 2ND RUN	3-330p	:30	JG17100TH	\$135.00 NM
58	09/21/17	09/21/17	JUDGE JUDY 1ST RUN	330-4p	---1---	:30	1	\$135.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$135.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Th	09/21/17	3:49 PM	JUDGE JUDY 1ST RUN	330-4p	:30	JG17100TH	\$135.00 NM
60	09/21/17	09/21/17	WSFA 12 NEWS AT 4P M-F	4-430P	---1---	:30	1	\$135.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$135.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Th	09/21/17	4:15 PM	WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	JG17100TH	\$135.00 NM
61	09/21/17	09/21/17	Today in Alabama 430a	430-5a	---1---	:30	1	\$20.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$20.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Th	09/21/17	4:52 AM	Today in Alabama 430am	430-5a	:30	JG17100TH	\$20.00 NM
62	09/21/17	09/21/17	WSFA 12 NEWS AT 4P M-F	430-5P	---1---	:30	1	\$170.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/18/17 09/24/17 ---1--- 1 \$170.00									

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## INVOICE



Send Payment To:

**WSFA**  
**Regions Bank**  
**ATTN: Lockbox # 1400**  
**P.O. Box 11407**  
**Birmingham, AL 35246-1400**

Invoice #	Invoice Date	Invoice Month	Invoice Period
1818909-1	09/24/17	September 2017	08/28/17 - 09/24/17
Advertiser	Product	Estimate Number	
ISS/Senate Conservative A	SENATE CONSERV ACT	474	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
62	09/21/17	09/21/17	WSFA 12 NEWS AT 4P M	430-5P	---1---	:30	1	\$170.00	NM
09/18/17 09/24/17 ---1--- 1 \$170.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 4:52 PM WSFA 12 NEWS AT 4PM M-F 430-5P :30 JG17100TH \$170.00 NM									
63	09/21/17	09/21/17	Today in Alabama 5am	5-530a	---1---	:30	1	\$195.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ---1--- 1 \$195.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 5:23 AM Today in Alabama 5am 5-530a :30 JG17100TH \$195.00 NM									
64	09/21/17	09/21/17	WSFA 12 News at Five	5-530pm	---1---	:30	1	\$420.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ---1--- 1 \$420.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 5:15 PM WSFA 12 News at Five 5-530pm :30 JG17100TH \$420.00 NM									
65	09/21/17	09/21/17	Today in Alabama 530a	528am-6am	---1---	:30	1	\$225.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ---1--- 1 \$225.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 5:36 AM Today in Alabama 530a 528am-6am :30 JG17100TH \$225.00 NM									
66	09/21/17	09/21/17	WSFA 12 News at Six - MF	6-630pm	---1---	:30	1	\$790.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ---1--- 1 \$790.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 6:17 PM WSFA 12 News at Six - MF 6-630pm :30 JG17100TH \$790.00 NM									
67	09/21/17	09/21/17	Today In Alabama	6a-7a	---1---	:30	1	\$395.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ---1--- 1 \$395.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 6:07 AM Today In Alabama 6a-7a :30 JG17100TH \$395.00 NM									
68	09/21/17	09/21/17	NBC Today Show	7-9am	---1---	:30	1	\$260.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ---1--- 1 \$260.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Th 09/21/17 9:00 AM NBC Today Show 7-9am :30 JG17100TH \$260.00 NM									
69	09/21/17	09/21/17	NBC Today 2	9-10am	---1---	:30	1	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/18/17 09/24/17 ---1--- 1 \$115.00									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number	
ISS/Senate Conservative Act	SENATE CONSERV ACT	474	

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
69	09/21/17	09/21/17	NBC Today 2	9-10am	---1---	:30	1	\$115.00	NM																																		
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>Th</td><td>09/21/17</td><td>9:59 AM</td><td>NBC Today 2</td><td>9-10am</td><td>:30</td><td>JG17100TH</td><td>\$115.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	Th	09/21/17	9:59 AM	NBC Today 2	9-10am	:30	JG17100TH	\$115.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	Th	09/21/17	9:59 AM	NBC Today 2	9-10am	:30	JG17100TH	\$115.00	NM																																	
70	09/24/17	09/24/17	NET Early Today ON	4-430x	-----S	:30	1	\$10.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/18/17</td><td>09/24/17</td><td>-----S</td><td>1</td><td>\$10.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>Su</td><td>09/24/17</td><td>3:56 AM</td><td>NET Early Today ON</td><td>4-430x</td><td>:30</td><td>JG17100TH</td><td>\$10.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/18/17	09/24/17	-----S	1	\$10.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	Su	09/24/17	3:56 AM	NET Early Today ON	4-430x	:30	JG17100TH	\$10.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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1	WSFA	Su	09/24/17	3:56 AM	NET Early Today ON	4-430x	:30	JG17100TH	\$10.00	NM																																	
72	09/21/17	09/21/17	NET Early Today ON	4-430x	---T---	:30	1	\$10.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	Th	09/21/17	4:17 AM	NET Early Today ON	4-430x	:30	JG17100TH	\$10.00	NM																																	
74	09/22/17	09/22/17	RIGHT THIS MINUTES	130-2p	----F--	:30	1	\$70.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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1	WSFA	F	09/22/17	1:56 PM	RIGHT THIS MINUTES	130-2p	:30	JG17100TH	\$70.00	NM																																	
76	09/21/17	09/21/17	RIGHT THIS MINUTES	130-2p	---T---	:30	1	\$70.00	NM																																		
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77	09/23/17	09/23/17	ET WEEKEND	1203-103x	-----S-	:30	1	\$15.00	NM																																		
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1	WSFA	Sa	09/23/17	12:59 AM	ET WEEKEND	1203-103x	:30	JG17100TH	\$15.00	NM																																	
79	09/23/17	09/23/17	WSFA 12 News at Six-Sat at	Sa 6-7pm	-----S-	:30	1	\$168.00	NM																																		
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1818909-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
ISS/Senate Conservative A	SENATE CONSERV ACT	474

[www.wsfa.com](http://www.wsfa.com)

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
80	09/23/17	09/23/17	WSFA 12 News at Ten - Sat	10-1030pm	-----S-	:30	1	\$395.00	
<b>Total Spots</b>							<b>51</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$11,528.00</b>
<u>Agency Commission</u>	<b>\$1,729.20</b>
<u>Net Amount Due</u>	<b>\$9,798.80</b>

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.